

Duration: 2 Days
Cost: £345
Max Places: 12

Bids & Tender Skills

Finding & Winning



TENDER SKILLS WORKSHOP

Whilst many small businesses want to bid for contracts, few have the time required to put a bid together. Those that do, often get little or no return on their investment - countless days of preparation time, wasted.

There is also the nagging fear that as a small business, you will lose out to larger better known companies.

But it **IS worth** persevering.

Gaining new long term contracts, can make all the difference to your future. As ever, it's not what you do, but the way that you do it.

Some will tell you tendering is simply a numbers game. Whilst there's truth in that, in reality tendering is a **Quality Game**. Your win rate will only improve with the improvements to the quality of your bids.

Arm yourself with the knowledge, tools and skills to help overcome problems. Master the bid and tender management process and engineer yourself a profitable long term future and highly valuable customer base.

Workshop Topics include:

- Managing A Tender Brief
- Effective Tendering
- Types of Tenders: Bidding to public & private sector
- Where to Find opportunities
- The Compelling Tendering Formula
- Commercial Decision – To Bid Or Not To Bid
- Risk Assessment
- The Big WHY? Question
- Finding the Tender Sweetspot
- Benefits and Perceived Value v. Features
- Common Buying Motives
- 5 Planning Stages to Managing a Successful Bid

Quick Start Pack

All delegates receive a Quick Start Pack, including:

- Copy of the 'Bidding for Public Sector Business' handbook (RRP £39.99)
- File of all current CPV codes, to help find more business to bid on
- Proposal template example
- Section Templates inc, Exec Summary
- Workshop slides for future reference

Workshop Details

Maximum of 12 places and minimum of 8, allocated on a first come first serve basis.

Duration: 2 Day Tender Skills Workshop*

Cost: £445 plus VAT

Date: See Web Site or contact us

Time: 09.30 - 17.00

Venue: Leeds, Birmingham & London

*Lunch and refreshments included

Discounts available. Where you provide the venue, facilities & refreshments. Also may be tailored to your requirements. Contact us with dates and number of places required.

Your Course Trainer -Marcus Eden-Ellis

With over 25 years Sales and Commercial experience, working as senior director for several major UK and US Corporates, Marcus has led countless bid teams down the 'Champagne Trail. Last year alone he was involved in nearly 800 bids for his clients, worth nearly £1 Billion.

Dynamic and incredibly innovative; even in apparently identical competing companies, he still manages to pull the lucrative 'rabbit out of the hat'.

His techniques have won major strategic contracts with organisations as diverse as Marks & Spencer's, Centrica and the NHS and Ministry of Defence.

